

Syllabus

Course description

Course title	Entrepreneurship: How to set up a company - Pre-incubation program in collaboration with NOI Startup Incubator
Course code	
Scientific sector	SECS-P/08
Semester	II
Academic Year	2018-2019
Credits	3
Day and time of the lectures	
Location	
Total lecturing hours	18
Attendance	
Prerequisites	Having done the Introduction to Entrepreneurship course is desirable.
Specific educational objectives	<p>This course deals with the more practical side of setting up a business. It covers questions of the legal form of the business, administrative practices, sources of financing in South-Tyrol but also questions of team building and equity distributions in new ventures. The course is a natural follow-up to the 'Introduction to Entrepreneurship' – course offered in the first semester.</p> <p>Parts of the course will be offered in collaboration with the Chamber of Commerce and will leverage on external expertise.</p> <p>In this course, students learn the essential practical steps in setting up a business.</p>
Lecturer	<p>Christian Lechner, Facoltà di Economia piazza Università, 1 39100 Bolzano, christian.lechner@unibz.it, +39 0471 013200, https://www.unibz.it/it/faculties/economics-management/academic-staff/person/738-christian-manfred-lechner</p>
Scientific sector of the lecturer	SECS-P/08
Teaching language	<i>English; Italian; German</i>
List of topics covered	<ol style="list-style-type: none"> 1) How and when to start a business 2) Administrative procedures in setting up a business

	<p>in South-Tyrol</p> <ol style="list-style-type: none"> 3) How to start up a start-up innovative in South-Tyrol 4) Legal aspects and fiscal aspects of setting up a business 5) Sources of financing in South-Tyrol 6) Team building and equity splitting
Teaching format	<p>The course includes frontal lectures, key readings, teaching case studies and media material. In class interaction will be fostered.</p>
Learning outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> • Understand the practical aspects of setting up a business in South-Tyrol • Identify the elements of teams, • Consider financial conditions for starting a business venture. <p>Making judgments</p> <ul style="list-style-type: none"> • Develop skills to analyse the business environment in order to set up the most appropriate form of business, • Evaluate the effectiveness of different founding strategies, <p>Learning skills</p> <ul style="list-style-type: none"> • Identify critical issues in launching a new business, • Acquire the paractical skills in setting up a business. <p>Communication skills</p> <ul style="list-style-type: none"> • Develop communication skills for discussion with functional specialists.
Assessment	<ul style="list-style-type: none"> • <i>Written: written exam with review (multiple-choice)</i>
Assessment language	<i>Italian, German or English</i>
Evaluation criteria and criteria for awarding marks	Single final grade is based on a multiple-choice test that covers all the areas dicussed during the course
Required readings	Recommended texts and notes will be provided at the end of each lecture, and included in the lecture slides.
Supplementary readings	Supplementary readings will be distributed and

recommended to the students